

# Volunteer Recruitment and Retention

By Anna Pfender



# Where To Find Them

- Contact List
- Organizations
- Media
- Flyers
- Website
- Referrals
- Outreach



# Contact List

- Email, Database, Phone, etc...)
  - List of qualified crew leaders
  - List of previous attendees
  - Keep it current
  - Don't abuse your list
    - Use BCC
    - Limit use
    - Selective sharing
  - Don't forget the old technologies



# Organizations

- Your Own
- Local
- Statewide
- National
- Target Common Interest or Service Clubs



# Organizations

- Your Own Organization
  - Calendar of Events
  - Newsletter
  - Website
  - Meetings
  - Email listserv



# Organizations

- Not just yours
  - Relatives
  - Friends
  - Coworkers
  - People who have volunteered for you



# Organizations - Local

- Community Groups
- Schools
- Chambers of Commerce
- Churches
- Businesses
- Athletic Teams
- Government
- Scouts



# Organizations – State

- Government
- Large Organizations
- Large Businesses
- Community Service Restitution
- Universities
- Scouts



# Organizations - National

- Federal Government
- Corporations
- Task Specific Organizations
- Military



# Media

- Media
  - Statewide
    - Press Releases
  - Local
    - Newspaper
    - Radio
    - Magazine
- Public Service Announcements
- Articles or Advertisements



# Flyers

- Making a Great Flyer
  - Target Specific
  - Colorful
  - Contact Information
  - Informative



# Flyers

- Where?
  - Target your audience
    - Outdoor recreation shops
    - Trailhead sign boards
    - Equestrian Centers/Feed & Tack Shops
    - Bike Shops
    - Volunteer Centers
    - Community Centers
    - Churches
    - Schools



# Website

- Start Your Own Website
  - Calendars
  - Photos of events
  - Current
  - Contact information
- OutdoorVolunteer.org
  - List your outdoor volunteer opportunity on their searchable events calendar



# Referrals

- Number ONE Source Of Volunteers Is Word Of Mouth
  - Ask For Referrals From Others



# Outreach

- Public Speaking
  - Other groups
  - Civic events
  - Volunteer fairs
  - Service Organizations (e.g. Kiwanis)
- Information Booth
- Network With Others



Keep 'em Coming Back



# Before An Event

- Be A Leader
- Organized
- Enthusiastic
- Realistic
- Thorough
- Prepared



# Before An Event

- Preparation
  - Land Manager
  - Develop Realistic Goals And Strategies
  - Tools In Good Working Order
  - Food, Water, And First Aid Strategies
  - Develop Good Directions with Maps
  - Schwag Or Other Rewards
  - Enlist Enough Crew Leaders/Supervisors



# Before An Event

- Keep Your Volunteers Informed
  - Initial information
  - Final information
    - What to expect
    - What to bring
    - Detailed directions
    - What about weather?
    - What if they arrive late?
    - Camping details – facilities, etc...



# During An Event

- LEAD & ENCOURAGE
- Brief Crew Leaders – Same Page
- Introductions And Sign In
- Give Superior Briefings To Volunteers
- Make The Work Meaningful
- Take Good Care of Your Volunteers
  - Safety, breaks, water, lunch, necessities
- Show Appreciation Often



# During An Event

- Empower Your Volunteers
- Get Personal
- Photograph Everyone
- Give Clear Instructions
- Avoid Conflicting Instructions
- Be Courteous
- Make It Fun!



# After An Event

- Reward Your Volunteers
  - Social gathering
  - Beverages
  - Food
  - Prizes
    - Everyone
    - Drawings
    - Service levels



# After An Event

- Thank Your Participants
  - At the site
  - Follow-up email or postcard (personal)
  - Your website
- Get Them Recognized By Your Organization
  - Newsletter articles (include names)
  - Send in photos



# After An Event

- Group Recognition
  - Scrapbooks, photo albums, slide shows, etc...
- Public Recognition
  - Articles for the media
- Personal Recognition
  - Letter of participation
  - Service forms
  - Act as a reference



# Sponsorship



# Obtaining Sponsorship

- What To Seek
- Where To Seek Sponsors
- How To Ask
- What About No?
- Keep Them Happy



# What To Seek

- Food
- Beverages
- Merchandise
- Money
- Gift Certificates
- Coupons



# Where To Seek Sponsors

- Local Businesses That You Frequent
  - Bagel/sandwich shops, restaurants, bars
- Outdoor, Bike, Equestrian Shops
- Grocery Stores
- Bottled Water and Beverage Companies
- Outdoor Product Companies
  - Local and national
- Employers and Large Companies



# Where To Seek Sponsors

- Government Agencies
  - Direct support
  - Grants
- Pro Sports Organizations
- Civic Organizations
  - Rotary, Kiwanis
- Anywhere
  - Theater tickets, fast food gift certificates
  - Don't Be Afraid To Ask



# How To Ask

- Personal Visit
- A Letter
- Application
- Tools To Use
  - Prospectus
  - Brochure
  - Website
  - Flyer



# What About No?

- Expect To Hear This A Lot
- Don't Challenge The Decision
  - It's okay to seek reasons
  - Ask how to improve request
    - Timing issue, application only, insufficient info
- No Today Isn't No Forever



# Keep Them Happy

- Acknowledge Their Support
  - On your website
  - Logo on event flyer
  - During the event
  - Follow-up articles
  - Thank you letter to the company
    - Include photos from event and copy of flyer and newsletters



# Volunteer Data Collection



# Importance of Volunteer Data

- Matching Funds
- Advertises Accomplishments & Organization
- Encourages Volunteers
  - Builds community
  - Sense of accomplishment
- Land Management Requirements
- Marketing Tool
- Volunteer Service Awards



Thank You For Your Attention

